

MASS. TC50.2: AC23

UMASS/AMHERST



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# ACCESS:

GOVERNMENT DOCUMENTS  
COLLECTION

OCT 1994

University of Massachusetts  
Depository Copy

The  
information  
you need  
to  
export.

A SERVICE OF:

MASSACHUSETTS PORT AUTHORITY



INTERNATIONAL

943/448



## We want you out of the U.S. . . to do business

Are you thinking about exporting? Do you need help in identifying new or existing markets? Whether your company is already exporting or is trying to break into international markets, you know that up-to-date, accurate information is essential to your success. The Massachusetts Port Authority (Massport) is making the Access program available to help you get the information you need - fast!



## What can Access give you?

- faxes detailing real trade opportunities overseas;
- 1 to 20 page statistical reports on specific industries or countries, including graphs and charts;
- 10 to 20 page analytical reports on trade conditions for specific industries or countries;
- a list of foreign distributors who handle the products and countries you want;
- a diskette of complete export statistics by state of origin



## What does Access have that You need?



Access can provide you with customized export reports itemized by industry and state for every country of destination. These reports include easy-to-understand charts and graphs that are ready for presentations. You can find the top exports from your state, where they are going, and which other states are your major competitors. Reports will show which countries are buying from your industry, and how exports have changed in the past few years. Our information makes trend analysis, strategic planning and economic forecasting a snap.

Access contains export statistics for all states or customs districts, categorized by industry and by country of destination, as well as reports of trade opportunities from around the world. You can also get a report on diskette of all exports, categorized by industry and country of destination, for a state or region of origin, or all U.S.

Access reports give the most accurate and up to date annual and quarterly data available; in fact, the Access State-of-Origin data is the only non-Federal data included in the National Trade Data Bank. With Access, you will be presenting up-to-date information months before your competitors ever see it!

# What is Access?



Access is a computer based information system that takes the enormous amount of trade information that comes out of the U.S. Department of Commerce and other sources, and quickly makes it available to you in a useful format. Access was developed by the Massachusetts Institute for Social and Economic Research with the assistance of Massport's Trade Development Unit to help New England businesses evaluate new markets, track international trends and develop sales contacts throughout the world.



## Bringing the World to You by Fax

Getting you the information you need to make informed decisions is only part of our goal. We also want to bring international purchasers to you - by bringing you Trade Leads.

Every year, The U.S. Commerce Department aggressively gathers nearly 7,000 requests for goods and services - requests that can be filled by New England businesses.

What kind of requests do we receive? There's a wide variety. In the last six months we have seen:

- ◆ a German importer looking to acquire semiconductor products;
- ◆ an Indian petrochemical company that needs electrical machinery and equipment for a new manufacturing facility;
- ◆ the Swedish postal system requesting bids from suppliers for over 15 million envelopes and forms;

- ◆ an Australian distributor of high quality wooden furniture and decorative furnishings;
- ◆ a German bank looking for 5000 check image scanners and other banking equipment

These leads are only useful for a short time; if you don't get them while they are "fresh" - your competitors will.

Massport will receive these leads, sort them by product category, match them to your interests, and FAX them to you within 48 hours of the time we receive them.

The number of Trade Leads you receive will vary by industry, and varies from month to month. The subscription fee of only \$150 or \$350 per year is based on your industry and our past experience of how many trade leads you can expect to receive. Based on your industry and subscription rate, we will guarantee that you will receive a minimum of 18 leads or 48 leads during the year. Just one good lead could develop into immediate sales or a long term trade relationship that will be profitable for years.

# TRADE DATA REPORTS

## PRICE LIST

### Trade Leads

*\$350 or \$150 for one year*

*\$29 one month trial*

Includes two Harmonized Codes  
based on industry.

Sent by FAX.

Includes Trade Show listings-free.

### Statistical Reports

*\$5.00, plus \$2 per page*

State reports by industry (SIC)  
and country of destination.

Commodity exports by customs  
district and country of destination  
using Harmonized codes.

### Market Reports

*\$5.00, plus \$1 per page*

(Maximum charge \$30)

Industry outlooks on specific countries.

### Trade Show Search

*\$10.00*

### Foreign Distributor Search

*\$25.00 search fee plus .25 per  
contact name*

Taken from database of 45,000 foreign  
buyers.

### State of Origin Exports Data

(Available only on diskette)

*Annual reports: \$50 per state*

*Quarterly reports: \$25 per state*

For a State, Region or all US.

By Standard Industrial Classification  
(SIC);

for Country of Destination,

Includes Total Dollar Value,

Air Value, Air Weight,

Vessel Value, Vessel Weight,

Containerized Vessel Value,

Containerized Vessel Weight

*Special Series Reports:*

All states by SIC totals *\$100*

All states by country totals *\$100*

All states by SIC and country file *\$200*

*Customized data files and hardcopy  
reports are available on request*



## HOW TO ORDER

Simply call Massport at (617) 439-5579.

Our Access staff will help you determine  
the reports that will get you the information  
you need. If you aren't sure which Standard  
Industrial Classification (SIC) or Harmonized  
Codes best describe your industry, we can  
help you. We can also tell you which codes  
will generate the most trade leads - and that  
can turn into important sales opportunities for  
you.

Or, fill out this form and return it to:

### Access

*Massport*

*Trade Development Unit  
Suite 321, World Trade Center  
Boston, Massachusetts 02210*

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

SIC: \_\_\_\_\_

I am interested in:

☐ Trade Leads

☐ Statistical Reports

\_\_\_\_\_  
State or Region, Industry, Country of Destination

☐ Market Reports

\_\_\_\_\_  
Country, Industry

☐ State of Origin data on diskette

\_\_\_\_\_  
State, Industry or Country of Destination  
(specify two of these items)

☐ Foreign Distributor Search

*Do not send any money.  
We will invoice you.*

# Guide to Services



## Your Goal:

Finding sales opportunities  
Making foreign contacts

Identifying potential markets

Analyzing market potential for  
your product in specific  
countries

Analyzing US competitors's export  
strategy and success  
Determine export pricing

Monitoring trade shipping patterns

Finding a foreign distributor

Identifying appropriate  
foreign trade shows

## How Massport's Access can help you reach it:

Trade Leads

State Export Statistics  
National Export Statistics

Market Studies

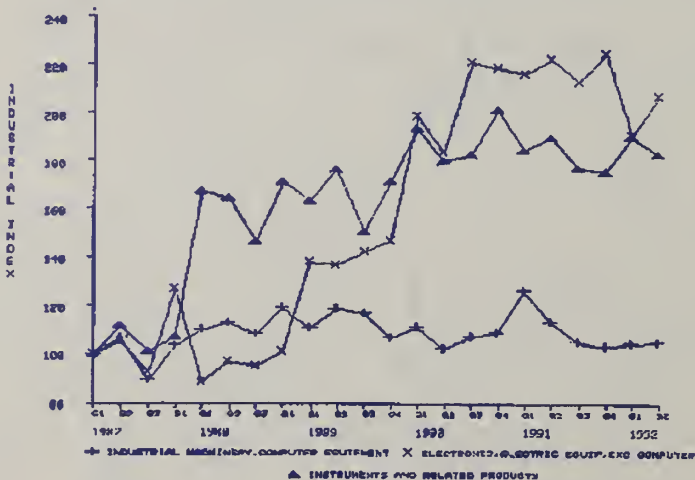
National Export Statistics

Customs District Export Statistics

Trade Contact Listings

International trade show  
listings

MASSACHUSETTS EXPORTS BY INDUSTRY  
(Top three industries)



## Turn to Massport for Help

For over ten years, Massport has been assisting New England manufacturers seeking to begin or expand their export operations. We provide a variety of services designed to meet your needs. Our experienced staff of trade specialists works in cooperation with Massport's representatives in London, Berlin, Tokyo, Taiwan, Singapore and Mexico City to help New England businesses function successfully in the global marketplace.

Our services include educational programs like the Evening Export Classes and special seminars and workshops that we offer throughout

the year, as well as referrals, in-depth research and intensive counseling programs. New England businesses join Massport for trade missions and international trade shows, and we bring them together with foreign businesses visiting the U.S.

If you're thinking about exporting, why not call on Massport's Trade Development Unit for your export, education, research, marketing and guidance needs?

**Massport Trade Development Unit**  
World Trade Center, Ste. 321  
Boston, MA 02210  
(617) 439-5560



I N T E R N A T I O N A L

*Suite 321, World Trade Center  
Boston, Massachusetts 02210*